



# COLLIER HERITAGE FOUNDATION

DISSEMINATING COLLIER FAMILY GENEALOGICAL AND HISTORICAL INFORMATION

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## The Collier Cut

MARCH 4, 2017 10:44 AM \ 2 COMMENTS \ BY COLLIERHERITAGE \ EDIT



"The Collier Make" logo on envelope back and "The Collier Made" hand stamp.

In 1912, the newly re-named Collier Manufacturing Co, with J. C. Collier at the helm and with the addition of D. C. Collier to management, was branding its products as "The Collier Made" and "The Collier Make".

According to the late Virginia Collier Dennis, daughter of D. C. Collier, her father woke from a dream in which he had seen a way to economically make women's knit underwear. He sought to patent his idea which involved precise, cost-saving cuts. J. C. Collier, a master marketer, had previously used a form of alliteration in his advertising, such as seen in the example below.

MAR 21 1895



See that every pair is stamped  
The BURT & PACKARD.  
"Korrek Shape."



Our Hot Tamale Toe.



Our Varsity Toe.



Our Defender Toe.



Our Lord Dunraven Toe.

# KNATTY STYLES

## KOLLIER'S KNEW KNATTY

Shoes, Kneckwear and Shirts are the kind for Stylish People to buy.

- KNEW "KORRECT" SHOES!
- KNEW "KNOBBY" SHIRTS!
- "KNEW" E. & W. COLLARS & CUFFS!
- KNEW KNATTY RINGOLETTE SCARFS!

Burt & Packard's fine shoes are the only strictly up-to-date "Korrek" style shoes sold in Barnesville and Thomaston. Wear Burt & Packard's "Korrek" shape shoes and save money and get pleasure in wearing them also.

Burt & Packard's "Korrek" shape shoes are "Korrek" in Price and Quality!

- Knew, Knobby Korrek Kneckwear.
- Knew, Knobby Korrek Spring Suits.
- Knew, Knobby Korrek Straw Hats.

Burt & Packard's Knew Korrek Shape Shoes for Men.  
Your trade solicited Cash or Credit!

### J. C. "KOLLIER" COMPANY,

Korrek Dealers in Fine Clothing, Shoes, Hats, Kneckwear and General Line Men's Furnishings at.....

**BARNESVILLE & THOMASTON.**

MAR 21 1896

It followed that "The Collier Cut" was chosen as the name of the patent. The patent was granted in Canada in 1914 and in the United States in 1915. This is the draft patent application for "The Collier Cut", by inventors D. C. Collier and F. M. Murphy.



Fig. 1.

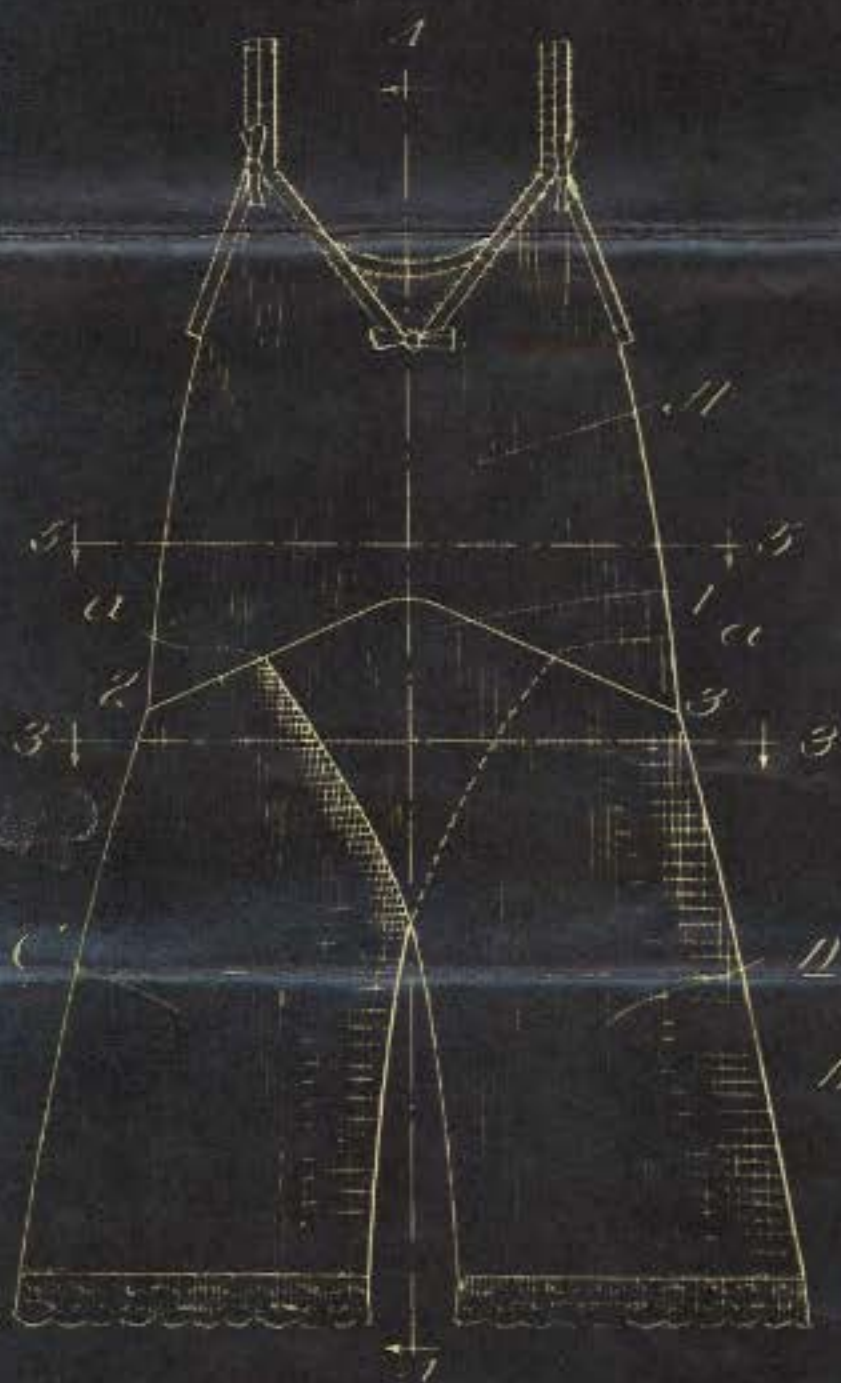


Fig. 2.

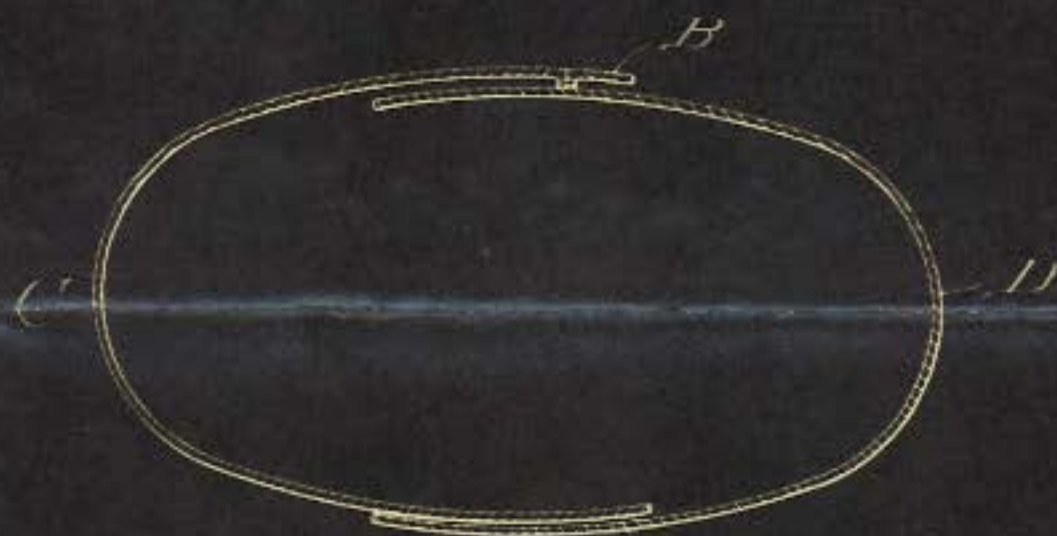
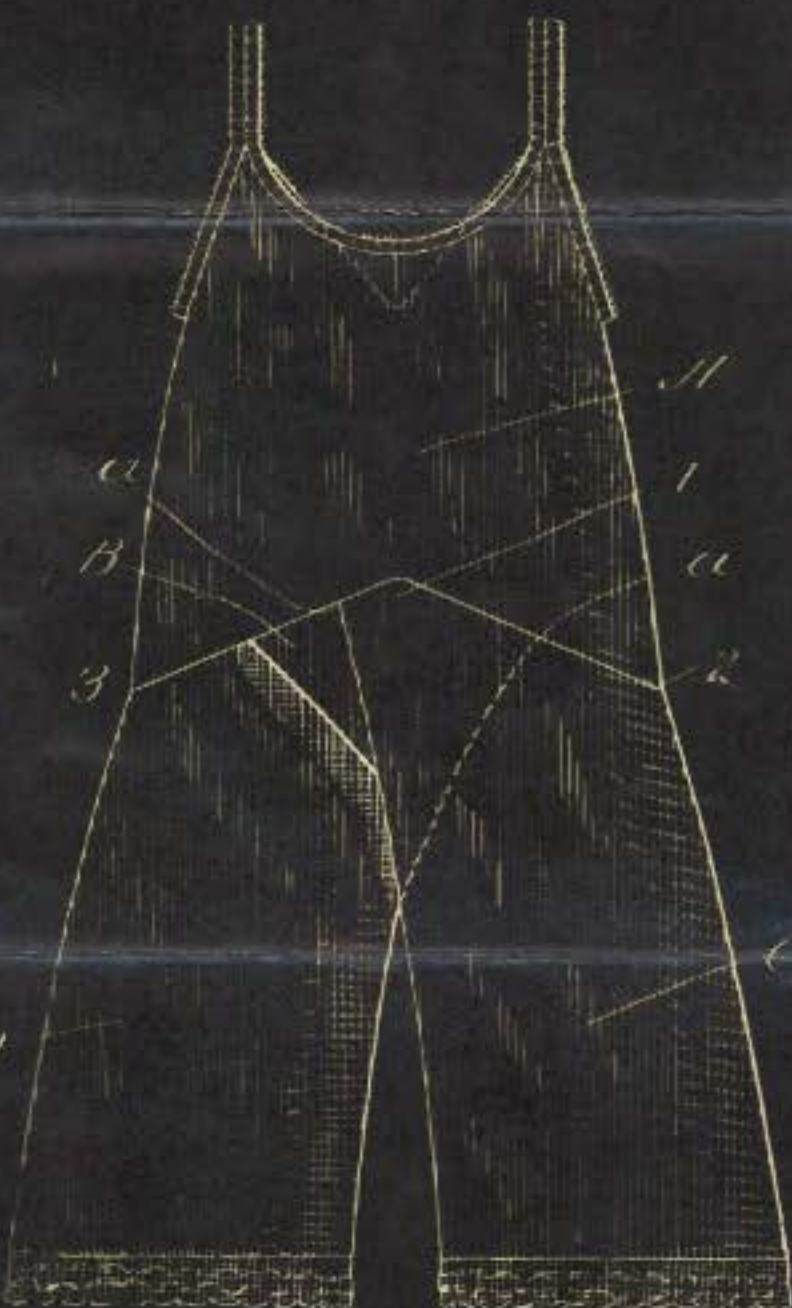


Fig. 3.

WITNESSES

J. C. Wade  
J. C. Wade

INVENTOR

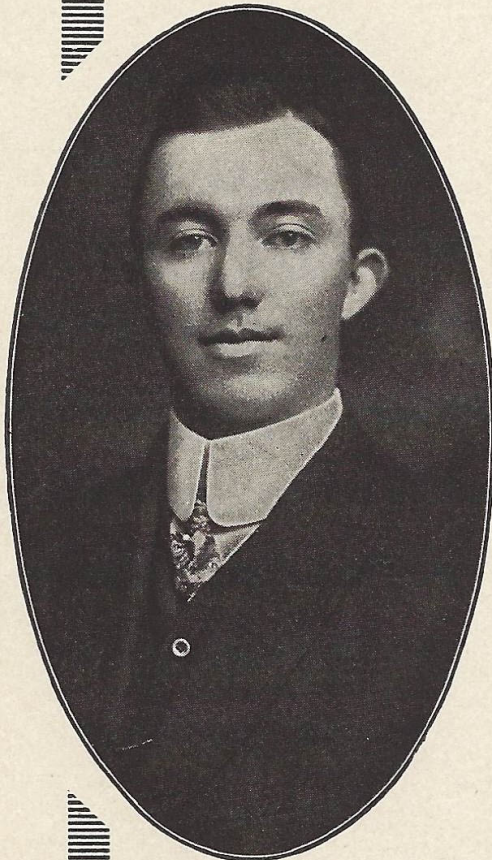
C. Collier

BY

ATTORNEYS



## The New "Collier"-Union Suit for Women and Misses



**D. C. COLLIER, T. E.**  
"Patentee"

Graduate of Ga. School of  
Technology—Class 1911.

Pat. in Canada  
Dec. 8, 1914.

Pat. in U. S.  
July 20, 1915.

Patents pending in all  
European Countries.

The following firms are licensed to make this garment:

**J. R. Moodie & Sons**  
Hamilton, Canada  
**Peerless Knitting Mills**  
Hamilton, Canada  
**The Collier Mfg. Co.**  
Barnesville, Ga.  
**Glorie Underwear Mills**  
Reading, Pa.

**Bestok Underwear Co.**  
Tower City, Pa.  
**Auburn Knitting Mills**  
Auburn, Pa.  
**Taylor-Bramley Co.**  
Chicopee Falls, Mass.  
**Clover Underwear & Blea. Works**  
Hamburg, Pa.

A garment destined to be the  
most popular model of America  
and Europe.

A wonderful profit-maker for the  
manufacturer.

A great seller for the knit goods  
agent and jobber.

A great trade maker and retainer  
for the retail merchant.

A perfect fitting garment. The  
newest and most perfect union  
suit from a woman's standpoint.

It is inexpensive in its make up,  
being made from only four fabric  
parts.

I am only open to license two  
more manufacturers in the U. S.

Canadian territory all closed.

For particulars address

**D. C. COLLIER, T. E.**  
**Barnesville, Ga., U. S. A.**

What had been marketed as "Collier Make Underwear" in these hanging cardboard store signs (approximately 10" x 13")...



Made in U. S. A.

**Collier Make**  
**Underwear.**

MADE BY  
THE COLLIER MANUFACTURING CO., Inc.  
BARNESVILLE, GEORGIA, U. S. A.  
CLIFT & GOODRICH, World-Selling Agents - - New York City, U. S. A.

. . . now became "Collier Cut Underwear".



Collier Cut Union Suits were sold internationally, with an obvious appeal to those in colder climates. Here is a fascinating 1918 picture of the shipping room of the Collier Mfg. mill in Barnesville. These packaged ladies knit underwear were headed to Rottenberg, Sweden. Notes about the photograph identify Walter Slaughter, Shipping Clerk, and J. R. Stotemyer, Superintendent.





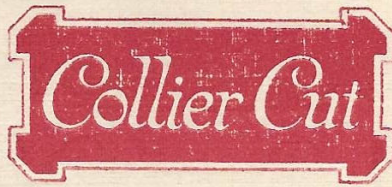
This is an equally fascinating original photograph of the model for Collier Cut Ladies Union Suits. The notation is by D. C. Collier.



*"Collier Cut" pat. suit*

Prior to the sale to the William Carter Company (see the post "J. C. Collier - From Merchant to Manufacturer"), Collier Cut marketing took on a new look. This 1922 note announces the appointment of a new selling agent in New York.





Trade Mark

## The Collier Mills, Inc.

With plants at Barnesville and Macon, Ga., General offices at Barnesville, Ga., announce to the Jobbing Trade, the appointment of Messrs. Napier & Herrick, 346 Broadway, New York, as their exclusive Selling Agents. Their Entire Line for Spring 1922 of Men's, Boys' and Women's styles in Double Carded Combed and Mercerized Fabrics, also Women's and Boys' Heavyweights are now on display.

July 21, 1922

Barnesville, Ga.

Here are two hanging cardboard advertising signs of a different style promoting Collier Cut underwear.





The advertisement (dated 1923 on the pennant) for misses and ladies underwear was updated to appeal to the younger generation and the 1920's "flapper" style. The meaning of the reference to "8 Point" is not known.





And 8 Point Collier Cut knit underwear was promoted for boys and men.





8 POINT

*Collier Cut*







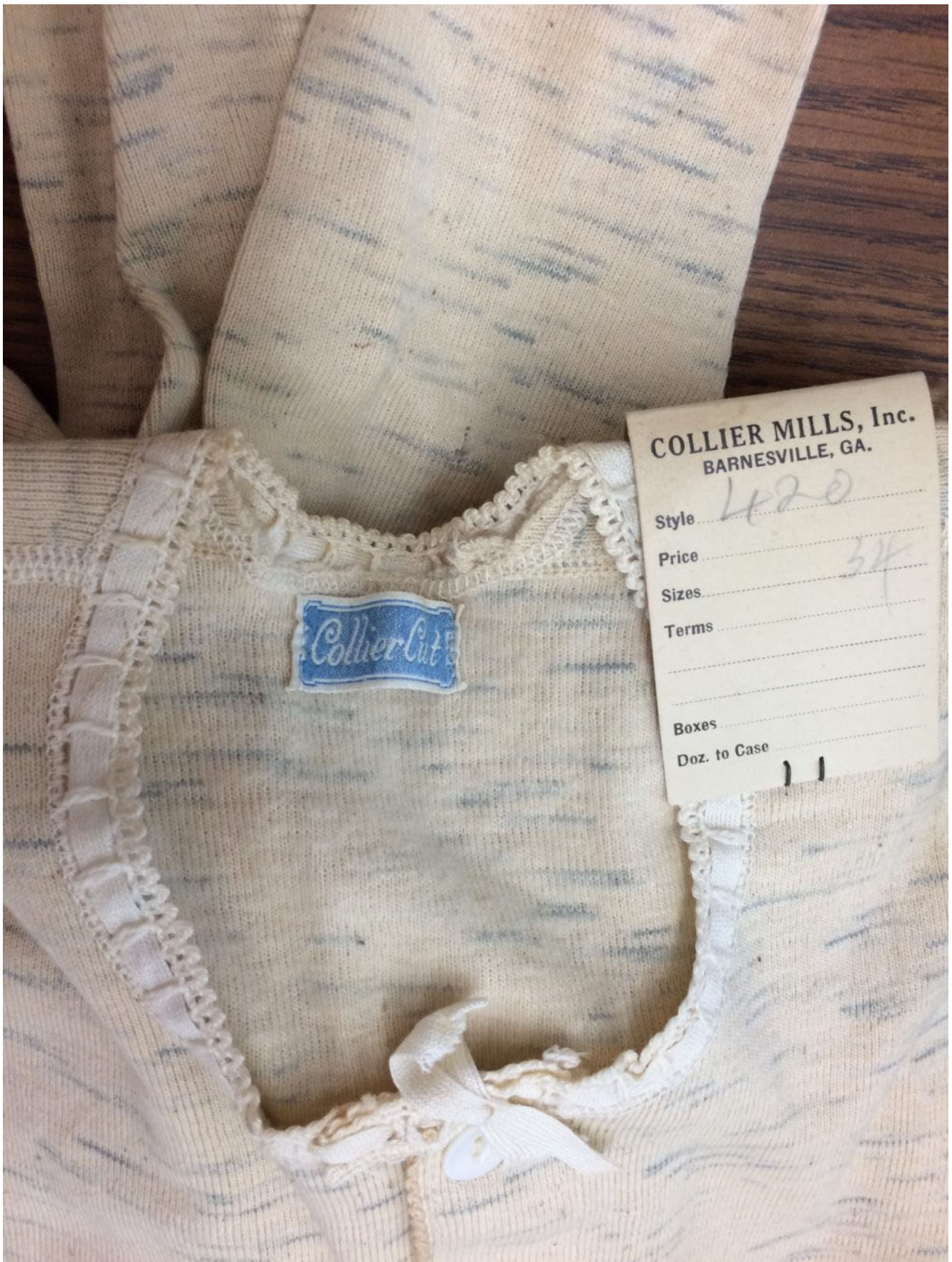
8  
8 POINT  
*Collier Cut*

"UNDERWEAR THAT STANDS THE TEST"



CHF knows of only one of the Collier Cut Ladies Underwear still in existence. The underwear was sent along with the rest of the Collier Collection to Georgia Historical Society, Savannah, Georgia where it will be archived.





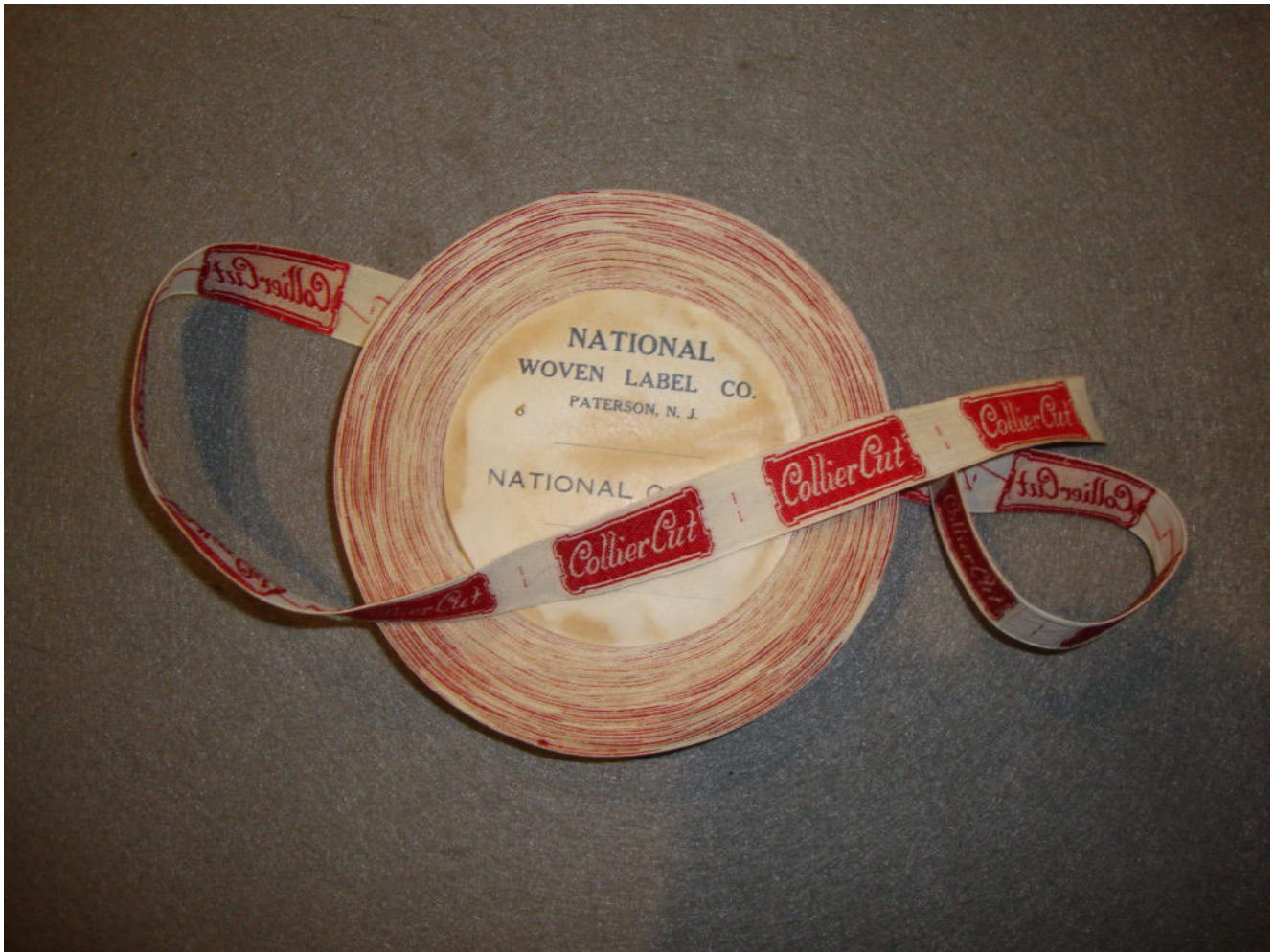
Ladies Collier Cut Union Suit





Ladies Collier Cut Union Suit from the Back





Roll of Collar Labels for The Collier Cut Union Suit

POSTED IN: [ENTERPRISES](#)

## 2 Thoughts on “The Collier Cut”



Jenn

on [June 11, 2017 at 6:02 pm](#) said:

[Edit](#)

Fancy drawers! I love the woven labels especially, for some reason.

[Reply↓](#)



Joe P Whitehead

on [July 25, 2018 at 6:32 am](#) said:

[Edit](#)

Looking over the pictures, I wonder if the “8 point” referred to the eight buttons located strategically on the suits? They appear to be comfortable and the picture of the actual suit looks like tee-shirt material.

[Reply↓](#)

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**pdf, doc, docx,**  
maximum file size:  
**50MB.**

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